

X-Green in Action: How Eco-Friendly Coatings Impact Environmental Performance

Environmentally friendly coating solutions aren't a trend—they're often a requirement in specs and on job sites. As environmental regulations evolve and asset owners look for greener options, more coatings professionals are exploring products that deliver performance with less environmental impact. Enter MPI's X-Green designation. It was developed to help contractors and asset owners find high-quality solutions that drive energy savings and reduce impact on air quality. Here's why green products are growing in popularity.

Why Eco-Friendly Coatings Matter

For contractors and applicators, switching to lower environmental impact products isn't just about checking a compliance box. Your choice of coating creates an environmental cost—whether it's the VOCs in the formulation or the waste produced by the method of application.

There are many reasons to choose environmentally friendly systems, including X-Green certified products, including:

- **Healthier environments:** Low-VOC and zero-VOC coatings help improve indoor air quality during and after application, which is especially important in environments like schools, health care facilities, and high-occupancy buildings.
- **Longer performance cycles:** Sustainable coatings are often formulated to last longer than traditional coatings, which reduces the need for costly repainting and fewer raw materials used over time.
- **Energy savings:** Reflective coatings and lighter color options help lower surface temperatures and reduce HVAC loads when used externally, especially on roofs and sun-exposed walls. It adds measurable savings to energy costs!
- **Compliance with green building standards:** X-Green products can help meet criteria for LEED, Green Globes, WELL, and other certifications, which can be a selling point for commercial buildings and public contracts.
- **Waste reduction:** Durable coatings combined with efficient application systems use less product, which reduces waste and lowers the environmental footprint of the project.

By shifting to environmentally friendly systems, contractors and asset owners can meet today's performance demands along with tomorrow's sustainability goals.

Why Use X-Green Products?

X-Green is the latest component of MPI's Performance Standards, and it identifies products that meet enhanced environmental benchmarks. Products with this designation must already meet MPI's rigorous testing requirements, plus they demonstrate low VOC content, extended durability, and measurable sustainability factors such as energy savings and reduced impact on indoor air quality.

One of the factors measured is energy efficiency. To meet X-Green standards, elastomeric and specially formulated coatings for roofs and exteriors must reflect UV and infrared radiation from the surface of a building to keep them cool and reduce HVAC load. It can have a long-term impact on energy usage and costs.